

video display systems, at least one video display system for at least each of said one buyer and said one vendor, the video display system including video display terminals, the terminals including an input, at least one of said video display systems being capable of operating in at least two modes,

a dynamic, full motion video system for providing real-time video of at least certain vendors to certain of said buyers, said video system including at least one camera to image at least one of said buyer and seller,

an interconnect system adapted to electronically couple the video display terminals and to permit the exchange of commercial transaction data between said buyer and seller, and

a format switch adapted to selectively couple said vendors and buyers in an interoperable manner to effect video communication in a selected video format, said format switch being coupled to the interconnect system.

18. The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 17 wherein the format switch is coupled to a video codec of said buyer.

19. The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 17 wherein the form of communication is analog.

20. The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 17 wherein the form of communication is digital.

21. The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 20 wherein the digital communication includes digital video.

22. The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 17 further including an input system for actuation by buyers and vendors for interaction with said system, at least certain of said buyers adapted for utilizing an on-line service as a portion of said system.

23. The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 17 further including a storage memory for storing data on said members of said plural groups, including identification data relating to both buyer groups and vendor groups, commercial transaction data relating to at least certain members.

24. The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 17 further including a control system to selectively interconnect said members of said plural groups, including at least certain of said buyers and sellers, said control system selectively providing transmission of dynamic, full motion video.

Sub D1 25. The commercial transaction system of claim 17 further including an audio system for provision of audio to said possibly interested buyer in combination with said high resolution ^{1/4"} still image.

26. The commercial transaction communication system of claim 25 wherein the audio system provides voice.

27. The commercial transaction communication system of claim 26 wherein the audio system provides real-time voice communication.

28. The commercial transaction communication system of claim 17 wherein the dynamic video system includes a camera associated at least with said vendor.

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29. The commercial transaction communication system of claim 28 wherein the camera is adapted to image said vendor.

30. The commercial transaction communication system of claim 17 wherein the dynamic video system includes a video storage system.

31. The commercial transaction communication system of claim 30 wherein the dynamic video system provides stored video to at least said buyer from said video storage system.

32. The commercial transaction communication system of claim 17 wherein the system further includes a printer.

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33. The commercial transaction communication system of claim 17 wherein the dynamic video system includes a freeze frame capability.

34. The commercial transaction communication system of claim 17 wherein the dynamic video system includes a high resolution video capability.

35. The commercial transaction communication system of claim 17 wherein the dynamic video system includes real-time video.

36. The commercial transaction communication system of claim 35 wherein the dynamic video system includes two-way video.

37. The commercial transaction communication system of claim 36 wherein the real-time video is live person-to-person video communication.

38. The commercial transaction communication system of claim 17 wherein the dynamic video system is non-real time video.

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39. The commercial transaction communication system of claim 17 wherein the text system includes provision of commercial transaction data.

40. The commercial transaction communication system of claim 17 wherein the commercial transaction data includes product identification data.

41. The commercial transaction communication system of claim 17 wherein the commercial transaction data includes order data.

42. The commercial transaction communication system of claim 17 wherein the commercial transaction data includes purchase order data.

43. The commercial transaction communication system of claim 17 wherein the text data includes alphanumeric data.

44. The commercial transaction communication control system of claim 17 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

45. The commercial transaction system of claim 17 wherein said commercial transaction data includes electronic data interchange (EDI) data at both the buyer and seller location.

46. The commercial transaction system of claim 45 wherein the electronic data interchange (EDI) data includes electronic commercial transaction forms.

47. The commercial transaction communication system of claim 17 wherein the plural groups includes at least one potential buyer and a plurality of vendors.